



Dear Walter,

We're living through a climate crisis [of our own making](#). Desperate times call for bold action.

1 billion trees by 2030

Today, we're announcing [Krystal's commitment](#) to **conserve, restore or grow 1 billion trees by 2030** (that's 1,000,000,000!). We hope our action will inspire others to play their part in the fight against climate change. We'll be working as part of the global [Trillion Tree community](#), and all trees will be authenticated by [veritree](#) to ensure maximum impact while protecting and enhancing biodiversity.

Head to our dedicated [Billion Tree Pledge page](#) or read more in our latest [blog post](#).

Your virtual forest, for the future

We're putting our profits back into protecting our planet. And we want you along for the journey. So, we're planting trees on behalf of every active Krystal client and these will appear in [your own virtual forest in your client area](#)! To jump start this initiative (1 billion trees is a LOT!), we're planting 10 trees on behalf of every active client (that's over 370,000 trees in total just for starters!) at no cost to yourselves.

We'll be adding to your forest over time so you'll be able to watch it, and the positive impact your services with us are having on the planet, grow as we head towards our billion tree target!

Thank you for your continued patronage - together we're really making a difference.

Simon Blackler

Simon Blackler - Founder & CEO